

# Marketing - BU202

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**Section:** BU202 001242S Main Campus

**Section Type:** Lecture

**Credit Hours:** 3.00

**Course Description:** The scope and development of the modern marketing including marketing research, forecasting, consumer buying behavior and consumer motivation with emphasis on the marketing manager's implementation of the marketing mix: product, price, promotion and place.

**Section Notes:** This class will meet face-to-face 5 times: January 16, February 13, March 13, April 10, and May 1. The remainder of the work will be completed online.

**WHEN**

Days: T R

Times: 09:40 AM - 11:10 AM

Start Date: 01/14/2025

End Date: 05/06/2025

**WHERE**

Campus: Main Campus

Building: Lockman Hall

Room: LH104

**INSTRUCTOR**

KIM JOHNSON

**BOOKS**

No textbooks for this course.